

90 (b) through audio, in a volume and cadence sufficient to be readily audible and
 91 understandable.

92 (3) "Division" means the Division of Consumer Protection established in Section
 93 13-2-1.

94 (4) "Trial period offer" means an offer to provide a period of time to sample or use a
 95 product or service without payment.

96 Section 3. Section **13-70-201** is enacted to read:

97 **Part 2. Automatic Renewal Contract**

98 **13-70-201. Automatic renewal provisions -- Trial period offers -- Notice --**
 99 **Exceptions.**

100 (1) Except as provided in Subsection (3), a person who provides an individual a
 101 product or service under a contract with an automatic renewal provision shall provide a notice
 102 to the individual, at least 30 but not more than 60 days before th day on which the automatic
 103 renewal provision renews, that clearly and conspicuously discloses:

104 (a) the renewal date;

105 (b) the total renewal cost; and

106 (c) options for cancellation of the contract.

107 (2) Except as provided in Subsection (3), a person who provides an individual a trial
 108 period offer shall provide a notice to the individual, at least three days before the day on which
 109 the period of time under the trial period offer expires, that clearly and conspicuously discloses:

110 (a) the trial period offer expiration date; and

111 (b) the price to be charged for the product or service, or any further purchase
 112 obligations to be imposed on the individual, after the expiration date.

113 (3) This section does not apply to:

114 (a) ~~H→~~ [an insurance organization or an affiliate of an insurance organization] Any person
 114a or entity ~~←H~~ regulated

115 under Title 31A, Insurance Code ~~H→~~ or an affiliate of the person or entity ~~←H~~ :

116 (b) a person providing a service contract, as defined in Section 31A-6a-101;

117 (c) a financial institution or an affiliate of a financial institution regulated under Title V
 118 of the Gramm-Leach-Bliley Act, 15 U.S.C. Sec. 6801 et seq.;

119 (d) a public utility, as defined in Section 54-2-1; or

120 (e) an entity or affiliate of the entity that provides services regulated by the Federal